

NYC 97 31 AUG 64  
SMITH COPY BUNESCU DAVIS WELLS  
FM WALTER INFO VALAHU-SMIALOWSKI  
1035A

1601 31 AUG

MANY THANKS FOR YOUR MUN 83.

VALAHU BEGINNING NECESSARY IMPLEMENTATION PROCEDURES WITH FULL UNDERSTANDING THAT EVERYONE INVOLVED BE KEPT FULLY INFORMED. NEW PROGRAMMING HERE WILL PLACE ADDITIONAL BURDEN UPON OUR PRODUCTION SECTION, FOR EXAMPLE, AND THUS REQUIRES CLOSEST COORDINATION WITH SMIALOWSKI IN ORDER TO PREVENT DISRUPTION OF OTHER PRODUCTION COMMITMENTS.

ALTHOUGH IMPLEMENTATION OF NEW PROGRAMMING WILL TAKE PLACE AS RAPIDLY AS POSSIBLE, WE ARE LESS CONCERNED WITH THE SPEED OF THE PROCESS THAN WITH GETTING THE BEST PROGRAMMING ON THE AIR THAT WE KNOW HOW TO DO. NEW PROGRAMMING IS UNDOUBTEDLY EXAMINED VERY CRITICALLY BY OUR LISTENERS AND OUR HOPE IS TO TRY TO ASSURE HIGH QUALITY EVEN IF IN SOME INSTANCES THIS MAY ENTAIL SOME DELAY IN PUTTING A NEW ITEM ON THE AIR  
END MSG.